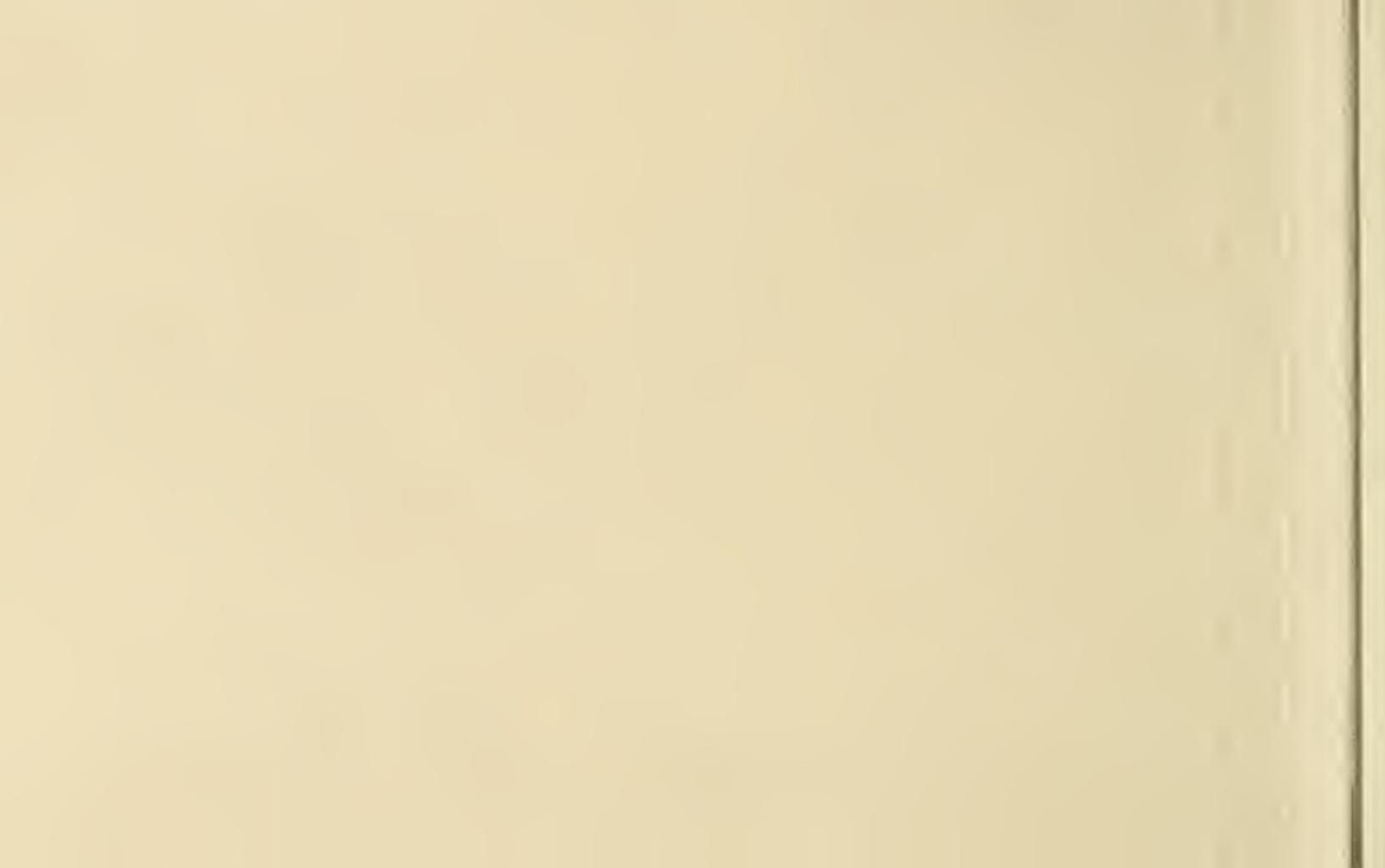


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CONSUMER TIPS

RUBBER HEEL BUYING TIPS
Library, U.S. Dept. of Agriculture

(Information from Office of Price Administration)

1. REPAIRS OF RUBBER HEELS ARE NEEDED as soon as they become worn: uneven heels twist the shoes out of place; worn heels throw the wearer off balance causing fatigue or serious accident.
2. Many repair shops offer bargain buys as "OUR PRICES" below the OPA posted ceilings: shop for heel bargains.
3. Brand name rubber heels are best buys: if you don't pay more than ceiling prices.
4. PAY NO MORE THAN CEILING PRICE: NO LEGAL OVERCHARGES
5. Insist on seeing the OPA printed list of ceiling prices on rubber heels, posted in plain view for 4 grades; V-1, V-2, V-3, or V-4, stamped on heel.
6. Grades V-1 and V-2 will give longer wear than V-3 or V-4, and cost more.

7. State sales taxes, if any on heels, must be listed separately on sales slip.
8. For labor in attaching heels, 60% of ceiling price and for heels alone, 40% is the legal charge.
9. For wilful violators, you may sue and recover fifty dollars for each overcharge, plus court costs and lawyers' fees; for proof, get sales slip, and write to OPA.
10. Additional repairs or services, buying in sets, further purchases, or any work increasing the price beyond ceiling cannot be required.
11. No extra charge can be imposed for Federal excise tax, pre-war brand name heels; brown heels; labor or service (there are NO EXCEPTIONS). CT-99

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